

*King County Office of Emergency Management  
Disaster and Emergency Preparedness  
Survey Research*

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***KING COUNTY OFFICE OF EMERGENCY MANAGEMENT  
DISASTER AND EMERGENCY PREPAREDNESS SURVEY  
RESEARCH***

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## ***RESEARCH OBJECTIVES***

### **Research Objectives:**

King County Office of Emergency Management (OEM) has the task of coordinating the preparedness, response and recovery efforts of King County government and addressing the needs of citizens in the event of either natural or man-made emergencies. OEM's responsibilities also include a citizen educational component. The educational component has an objective of imparting to King County residents a sense that it is essential for them to take specific proactive steps to prepare for unforeseen emergencies and of providing them informational tools needed for preparation.

In order to understand the nature and scope of citizen preparedness, King County OEM retained Hebert Research to conduct research to understand preparedness activities and needs.

It was hypothesized that people living in certain types of locations were likely to be more sensitive to disasters or emergencies because of circumstances and uniqueness of characteristics within those locations. For example, people who live along waterfronts or in high-rise dwellings might tend to consider certain "what if" possibilities related to both natural and man-made emergencies. It was also hypothesized that where one worked might also incline individuals to think about the risks and responses to emergencies.

In designing research to meet the needs of King County OEM, it was necessary to incorporate the concept of the "all hazards" approach to emergency preparedness and response, i.e., to optimize activities to meet the challenges of as many types of emergencies or disasters as possible. At the same time, recent events (primarily 9/11) and government directives have tended to push planning and management thinking in the direction of man-made emergencies, such as terrorism. Because of the need to meet both requirements, the present research did not focus primarily on one or the other, but rather addressed both areas as much as possible, given the limitations of the survey format. By focusing on specific types of location within King County, it was intended that the most immediate types of needs could be discovered and subsequently addressed by King County OEM.

As part of a two-pronged research strategy, Hebert Research conducted a qualitative research phase, consisting of a series of focus groups with the goal of discovering key research issues to be explored and operationalized as variables in the subsequent quantitative research phase. A summary of the focus groups is contained in Appendix 2 of this report, and findings from the groups are referred to where applicable in this report.

With this in mind, research objectives were:

- Assess community concerns about natural and man-made emergencies and disasters.
- Identify commonly held attitudes related to preparedness.
- Identify attitudes held that could aid or hinder preparedness messages.
- Determine communication styles and roles likely to be most effective in conveying preparedness and response messages.
- Identify any other factors that influence reception of and response to preparedness and emergency communications.
- Identify concepts likely to enhance message content and delivery.
- Identify concepts likely to lead to attitude change (i.e., motivators)

## ***METHODOLOGY***

During the month of November 2004 Hebert Research interviewed a sample of residents of King County on the behalf of King County Office of Emergency Management. The interviews were completed by computer-assisted telephone interviewing software technology.

The data from the interviews were analyzed using generally accepted univariate measures of central tendency and dispersion. In questions where multiple responses were indicated, the totals in the graphs or charts may be greater than 100%, and only the most frequently stated responses may be reported. Questions for which multiple responses were accepted will be identified throughout the summary. The incidence rate, or the percentage of individuals who were qualified to take the survey, was 91.9% and the final response rate was 42.3%.

The sample frame consisted of King County residents who resided in areas that were hypothesized to be particularly at risk and therefore sensitive to both natural and man-made disaster and emergency situations. These areas included the greater incorporated Seattle area, eastside cities including areas adjacent to Lake Washington, south county cities, and unincorporated areas. These areas do not necessarily reflect all of King County, but rather the characteristics within these key types of geographies under examination in this study.

### **Weighting.**

Due to the fact that the sample was selected for specific types of risk areas, the sample composition necessarily had to reflect the populations within those areas. Appropriate census tracts were chosen to ensure representation in correct proportions to actual population sizes of the tracts, as well as to mirror the actual demographic characteristics of the populations in our sampling areas. Also included in weighting were marital status, gender, and presence of children.

The unweighted sample areas below represent the resulting proportions of completed surveys for each area in the study. The final weighted sample in the table below mirrors the true proportions of the population found within the areas.

Area Sampled	Unweighted Sample	Weighted Sample
Bellevue	10.4%	9.6%
Fall City area	4.1%	5.7%
Federal Way	4.9%	6.8%
Kent	4.1%	7.8%
Kirkland	9.0%	10.3%
Maple Valley area	7.8%	8.4%
Redmond	17.8%	5.3%
Renton	3.9%	9.6%
Seattle	38.2%	36.7%

Also, in order to simplify analyses and presentation in parts of the report, area names and corresponding census tracts were reclassified into descriptive area categories as follows.

Area	Area Name	Census Tract	Area Category
1	Seattle	41.00	Incorporated Seattle
2	Seattle	57.00	Incorporated Seattle
3	Seattle	62.00	Incorporated Seattle
4	Seattle	69.00	Incorporated Seattle
5	Seattle	84.00	Incorporated Seattle
6	Kirkland	222.01	Incorporated Eastside
7	Kirkland	226.03	Incorporated Eastside
8	Redmond	228.03	Incorporated Eastside
9	Bellevue	235.00	Incorporated Eastside
10	Renton	260.02	Incorporated South County
11	Federal Way	303.12	Incorporated South County
12	Kent	312.04	Incorporated South County
13	Maple Valley	320.03	Unincorporated Areas
14	Maple Valley	320.04	Unincorporated Areas
15	Redmond	323.15	Incorporated Eastside
16	Fall City	326.00	Unincorporated Areas
17	Fall City	326.01	Unincorporated Areas

The final weighted sample was examined to ensure that the Area Categories also accurately represented the initial sample plan.

<b>Area Category Weighting</b>	<b>Sample Plan</b>	<b>Actually Surveyed</b>	<b>Final Weighted Sample</b>
Incorporated Seattle (Areas 1-5)	220	174	220
Incorporated Eastside (Areas 6-9, 15)	150	133	150
Incorporated South County (10-12)	145	87	145
Unincorporated Areas (13,14, 16,17)	85	96	85
<b>Total</b>	600	490	600

Hebert Research has made every effort to produce the highest quality research product within the agreed specifications, budget and schedule. The customer understands that Hebert Research uses those statistical techniques which, in its opinion, are the most accurate possible. However, inherent in any statistical process is a possibility of error, which must be taken into account in evaluating the results. Statistical research can predict consumer reaction and market conditions only as of the time of the sampling, within the parameters of the project, and within the margin of error inherent in the techniques used.

Evaluations and interpretations of statistical research findings and decisions based on them are solely the responsibility of the customer and not Hebert Research. The conclusions, summaries and interpretations provided by Hebert Research are based strictly on the analysis of the data gathered, and are not to be construed as recommendations; therefore, Hebert Research neither warrants their viability nor assumes responsibility for the success or failure of any customer actions subsequently taken.

# SAMPLE MAP

The sample map designates the location of census tracts sampled for the study.





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## ***EXPLANATION OF MULTIVARIATE ANALYSIS***

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Multivariate analysis was conducted in order to examine differences among respondents according to specific pre- and post-classified segments, or groupings. The multivariates were as follows:

*Question 1. Overall feelings about emergencies and disasters. Analyzed across all other variables.*

*Question 4. Rating of household preparation for emergencies. Analyzed across selected variables.*

*Question 8. Rating of workplace preparedness. Analyzed across selected variables.*

Multivariate analysis is an advanced statistical technique used in the testing of hypotheses and measuring the degree of association between variables. It involves Chi Square, analysis of variance and appropriate tests of independence and association.

Interpretations and inferences set forth in the analysis are intended to provide an independent statistical perspective. The statistical procedures utilized were applied with a 0.95 confidence level for estimating values and/or providing significant inferences. A 0.05 significance level was used as the criterion to test hypotheses. Multivariate findings, when they are significant and meaningful, are indicated where appropriate.

In addition to measures of significance in which differences have been determined at the 0.05 level, a measurement of association (Eta Squared) will also be reported. These measurements vary between 0 and 1. A measurement of 0 indicates the variable in question does not explain (or is not associated with) the dependent variable, and a measurement of 1 indicates that the variable explains all of the dependent variable.

## ***PROFILE OF RESPONDENTS INTERVIEWED***

### **Analysis**

Several key population characteristics were subjects of focus in the analysis of data. These were hypothesized to be potential shapers or influencers of attitudes.

<b>Type of Residence</b>	
Single Family detached home	78.8%
Apartment, condo, or town house	11.7%
Mobile/manufactured home	3.0%
Other/Refused	6.5%

<b>Live In A High Rise Building</b>	
Yes	2.5%
No	96.9%

<b>Travel To Work</b>	
Travel over bridges	73.7%
Use of public transportation	14.7%
Travel on the Alaskan Way Viaduct	11.9%

<b>Type of Facility At Work</b>	
Free standing building	24.5%
Work at home or have a home office	24.2%
A high rise office building of several stories	14.4%
A building or structure containing multiple businesses	13.7%
Mostly work outside	6.3%
Other	5.7%
A manufacturing plant	5.4%
Campus building (Student)	4.4%
A temporary or portable structure	1.3%

Gender	
Female	50.4%
Male	49.6%

Marital Status	
Single	32.6%
Married	67.4%

Children in Household	
Yes	33.8%
No	66.2%

Area	Area Name	Census Tract	Area Reclassification	Median House Value
1	Seattle	41.00	Incorporated Seattle	\$617,291
2	Seattle	57.00	Incorporated Seattle	\$348,887
3	Seattle	62.00	Incorporated Seattle	\$529,373
4	Seattle	69.00	Incorporated Seattle	\$478,302
5	Seattle	84.00	Incorporated Seattle	\$263,303
6	Kirkland	222.01	Incorporated Eastside	\$304,833
7	Kirkland	226.03	Incorporated Eastside	\$262,398
8	Redmond	228.03	Incorporated Eastside	\$379,641
9	Bellevue	235.00	Incorporated Eastside	\$358,424
10	Renton	260.02	Incorporated South County	\$201,909
11	Federal Way	303.12	Incorporated South County	\$189,392
12	Kent	312.04	Incorporated South County	\$241,725
13	Maple Valley	320.03	Unincorporated Areas	\$310,563
14	Maple Valley	320.04	Unincorporated Areas	\$181,341
15	Redmond	323.15	Incorporated Eastside	\$432,632
16	Fall City	326.00	Unincorporated Areas	\$272,409
17	Fall City	326.01	Unincorporated Areas	\$333,276

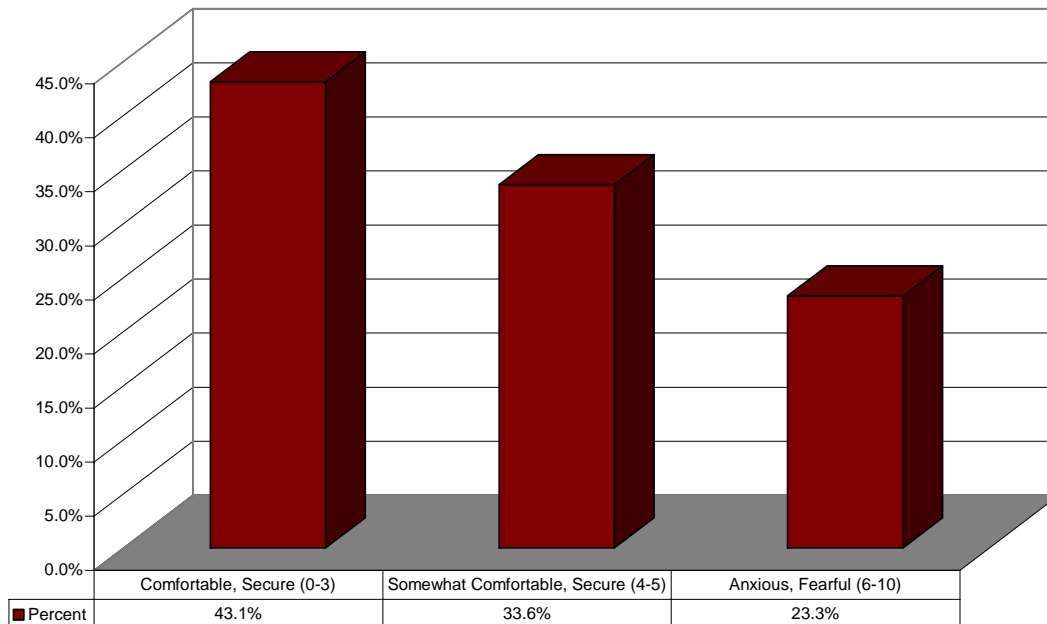
## ***OVERALL FEELINGS ABOUT EMERGENCIES AND DISASTERS***

**Analysis:**

Respondents were asked to rate their overall attitude toward the possibility of a disaster or emergency, using a scale of 0 to 10, where 0 meant “extremely comfortable or secure” and 10 meant “extremely anxious or fearful”. A considerable percentage (41.3%) felt *Comfortable/Secure*, i.e., they were not overly worried about it, while roughly a third (33.6%) felt *Somewhat Comfortable/Secure*. Approximately a quarter (23.3%) felt *Anxious/Fearful* when considering the possibility of a disaster or emergency.

Overall, feelings of relative security or anxiety were not associated with specific types of emergencies, respondent age, or marital status. Older respondents over 55 years of age trended toward being slightly more *Anxious/Fearful*, but not to a statistically significant level. However, this group could prove more fearful under more stressful circumstances.

**Overall Feelings About Possibility of Disaster or Emergency**



Respondents who were more comfortable/secure (0 – 3 ratings on the 0 – 10 scale) generally either felt confident in their preparations or expressed the view that worry, or as one respondent put it, the “culture of fear”, was not something they felt a part of . Those who felt more anxious/fearful (8 – 10 on the scale) expressed a feeling of lack of control when thinking about emergency types of situations.

**Additional Analysis.**

The presence of children had no discernable effect on overall feelings of comfort or anxiety. Nor did the presence of pets. Some prior qualitative data had alluded to the welfare of pets as a potential influence or motivator of preparedness concerns, but this study did not detect any significant influence on the overall anxiety level associated with the presence of pets in the household.

Residents of high rises were neither more nor less comfortable or anxious overall than residents of other types of housing.

Women exhibited significantly higher levels of anxiety overall than did males, as well as more feelings in the midrange between the comfort and anxiety ends of the continuum (Cramer’s V = .156, p = .001).

## ***STEPS TAKEN BY HOUSEHOLDS TO PREPARE FOR DISASTERS OR EMERGENCIES***

**Analysis:**

The survey interview presented respondents with a list of possible preparations for disasters or emergencies, and asked people to report which on the list they had actually done. The following list shows the frequency with which various activities took place. Note that only a very small percentage reported doing nothing at all.

However, it should also be noted that about six out of 10 had taken time to store food and water, and increasingly smaller percentages apparently planned and coordinated the more complex responses to emergencies, such as establishing communication plans, setting offsite family meeting places, and conducting home drills.

<b>Preparations Made by Households for Disasters, Emergencies</b>	
Have a flashlight available in the house	94.3%
Smoke and/or carbon monoxide detectors	92.5%
Home fire extinguishers	76.5%
Took classes	66.6%
Food and water stored for use in the event of emergency	61.8%
Put together a kit for the car	58.9%
Developed a home escape plan	54.0%
Water heaters, etc. have been strapped down (earthquakes)	53.1%
Extra clothes and blankets have been stored	48.3%
Established a plan to communicate with family	22.4%
Selected a family meeting place	16.2%
Conducted home fire or evacuation drills	15.9%
Other	4.4%
Nothing	0.7%

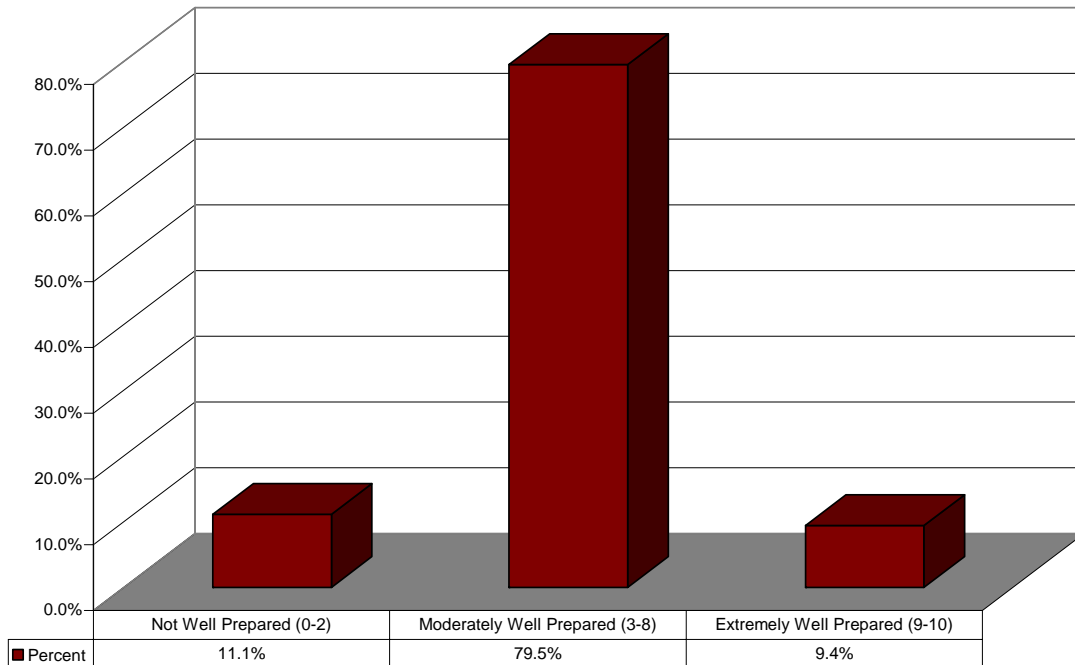
Note: Percentages do not sum to 100% due to multiple responses possible for each respondent.

## ***RATE HOUSEHOLD PREPARATION FOR EMERGENCIES OR DISASTERS***

**Analysis:**

Respondents were asked how well prepared they were for a disaster or emergency, on a scale of 0 to 10 where 0 meant “Not at all prepared” and 10 meant “Extremely well prepared. This item had a mean rating of 5.61 and a median of 6.00. Most (79.5%) respondents were in this middle range, and felt they were *Moderately Well Prepared*. However, given the relatively low frequency of some of the preparation activities reported (see previous item), respondents may have over-estimated to some degree their ability to respond capably to real emergencies.

**Preparedness of Household For Disaster or Emergency**



Interestingly, households with children did not emerge as any better prepared than non-child households. The households with children group is probably strongly represented (and of like mind in terms of preparedness) with most other individuals in the large *Moderately Well Prepared* segment of the population.



Respondents who felt the least prepared (0 – 3 on the 0 – 10 scale) generally simply reported that they have taken only a minimum of preparative measures. Those who felt highly prepared (8 – 10 on the scale) either cited previous experience of actual emergencies, or their own personal philosophy as reasons for their exceptionally high level of preparedness.

Respondents also gave verbatim responses when asked what would compel them to take action to prepare for different types of emergencies. Respondents cited broadcasted warnings, danger to the family, knowledge, and instincts and logic.

## ***TYPES OF WORKPLACES***

**Analysis:**

In Question 6 respondents were asked to describe their workplace as one of several possible facility (i.e., building structure) types. The types of workplaces reported are listed below.

The workplace type did display a detectable association with the respondents' overall feelings of security (Question 1). This association was statistically significant (Cramer's  $V = .196$ ,  $p = .021$ ). That is, some respondents' overall feelings about security were associated and possibly influenced by the type of facility they worked in.

However, when the context for the question was changed in Question 8 to the preparedness of their workplace for a "man-made" emergency or disaster (as opposed to the "overall feelings" in Question 1), there was no detectable influence of workplace type on perceived preparedness. This may be in part a function of planning awareness and/or preparedness measures known to be in effect at the workplace. If in fact this is the case, it suggests that measures such as planning, drills, etc. have an effect on perceptions. Additional research would be needed to shed more light on this issue.

Type of Facility At Work	
Free standing building	24.5%
Work at home or have a home office	24.2%
A high rise office building of several stories	14.4%
A building or structure containing multiple businesses	13.7%
Mostly work outside	6.3%
Other	5.7%
A manufacturing plant	5.4%
Campus building (Student)	4.4%
A temporary or portable structure	1.3%

## ***STEPS TAKEN AT WORKPLACE TO PREPARE FOR DISASTERS OR EMERGENCIES***

### **Analysis:**

Respondents were presented with a list of preparations (randomized for each respondent) that their workplaces could have taken to plan and otherwise prepare for disasters or emergencies. Most workplaces have taken some preparative measures, but better than one in 10 reported that their workplace did not have a specific plan, and a similar proportion is not sure whether their place of work has made preparations or even has a plan to deal with disasters or emergencies.

<b>Preparedness Procedures At The Workplace</b>	
Evacuation plans in place	64.6%
Training	60.9%
People have been assigned responsibilities (assist in helping others, etc.)	57.9%
Have drills on specific procedures	54.6%
Place of work does not have a specific plan	11.0%
Don't know/not sure	10.1%
Other	8.9%

Note: Percentages do not sum to 100% due to multiple responses.

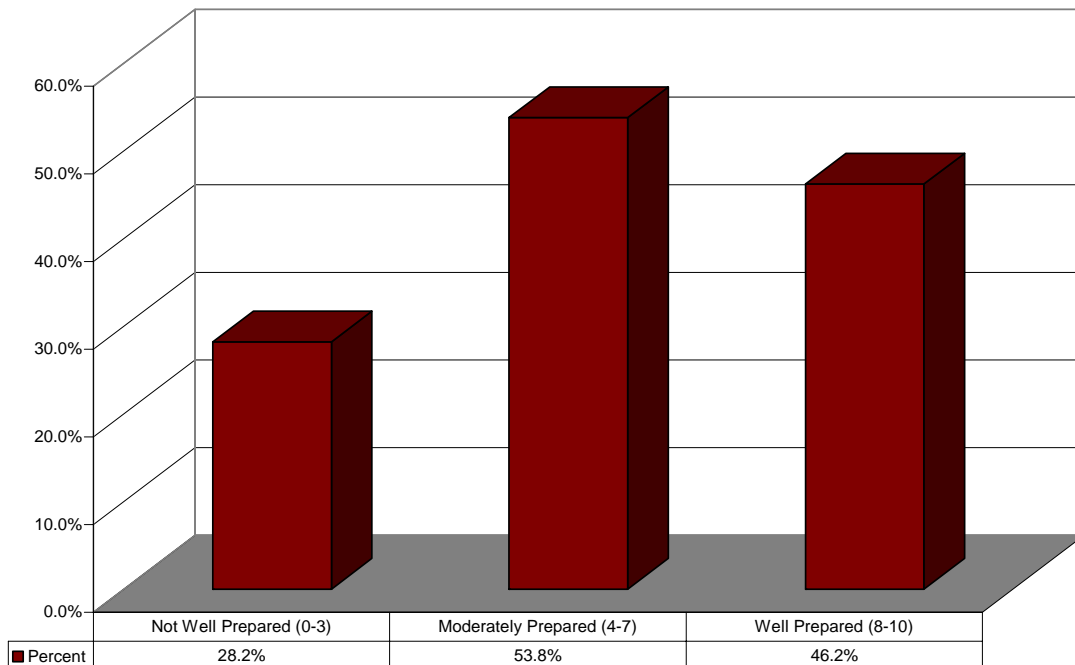
## ***RATE WORKPLACE PREPAREDNESS***

**Analysis:**

When the issue of workplace preparedness was given a specific context, i.e., to rate their workplace’s preparedness for a “man-made” disaster or emergency (such as a chemical spill or terrorist act) using a 0 to 10 scale where 0 meant “not at all prepared” and 10 meant “extremely well prepared”, respondents gave an average rating of 6.13 (median of 7.00) to their workplace’s level of preparation. Although large percentages felt their workplaces were *Moderately Prepared* to *Well Prepared* (53.8% and 46.2%, respectively), a substantial percentage, 28.2% believed their workplace was *Not Well Prepared*.

Interestingly, the sense of workplace preparedness reported by the respondents had no discernable relationship to their type of workplace. (Cramer’s V = .140, p = .513, not significant.) That is, no type of workplace was felt to be more or less prepared than any other type.

**Preparedness of Workplace**



Respondents who rated their workplaces at the lowest levels of preparedness (0 – 3 on the 0 – 10 rating scale) cited no real culture of preparedness at their workplaces.

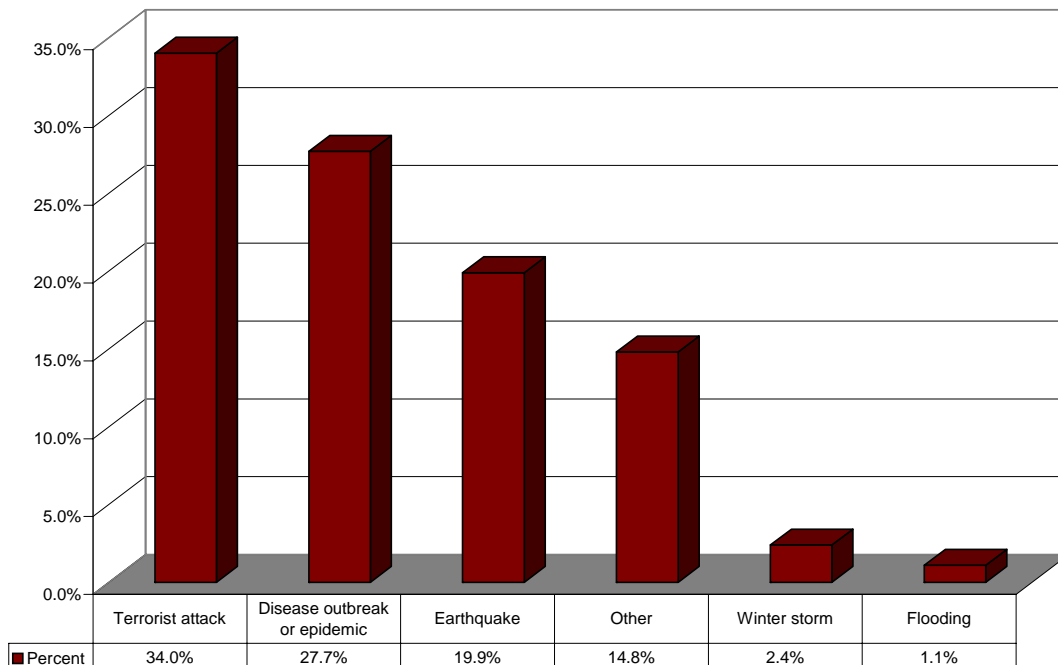
## WORST POSSIBLE TYPE OF DISASTER

### Analysis:

Respondents were presented with a list of possible emergencies or disasters (presented in randomized order to each respondent) and asked them to report which was the worst possible type with which one could be confronted. Regardless of their overall comfort level about the possibility of an emergency (Question 1), *Terrorist attack* headed the list of the most dreaded emergencies with 34.0% of respondents reporting it. It was followed by fear of a *Disease outbreak or epidemic* (27.7%). *Earthquake* was a slightly distant third (19.9%), which was interesting when considering the fact that an earthquake (albeit not a severe one) had occurred within the last three years in the survey area. Verbatim comments also confirmed that man-made disasters caused more concern than natural disasters.

In the context of perceived household preparedness, *Terrorist attack* was significantly more worrisome than any other emergency (Cramer's  $V = .189$ ,  $p = .000$ ).

**Worst Possible Type of Disaster or Emergency**



Classifying respondents by locale of residence lends perspective to the overall views presented above. Survey areas in this study were classified into four area categories. These were as follows.

Incorporated Seattle: Areas representing downtown Seattle and adjacent suburbs.

Incorporated Eastside: Bellevue, Redmond, and Kirkland.

Incorporated South County: Kent, Renton, Federal Way.

Unincorporated Areas: Areas around Fall City, Maple Valley.

When data were re-examined in terms of locale, noticeable and significant differences in viewpoints emerged. There was a detectable association between the area locale of the respondents' residences and their perceptions of worst-case disasters (Cramer's  $V = .132$ ,  $p = .011$ ). That is, the worst-case disaster concerns of 13.2% of respondents were tied to where they lived. While all areas reported terrorist attack as the worst-case emergency, it was clearly the residents from the Incorporated Eastside area who felt the greatest perceived threat from a terrorist attack. Disease outbreaks or epidemics were also perceived as serious threats by all areas in the survey.

Finally, another interesting observation was that the Incorporated South county areas (Kent, Renton, and surrounding areas) and Unincorporated Areas had substantial percentages of respondents reporting other types of emergencies that had more immediacy for them.

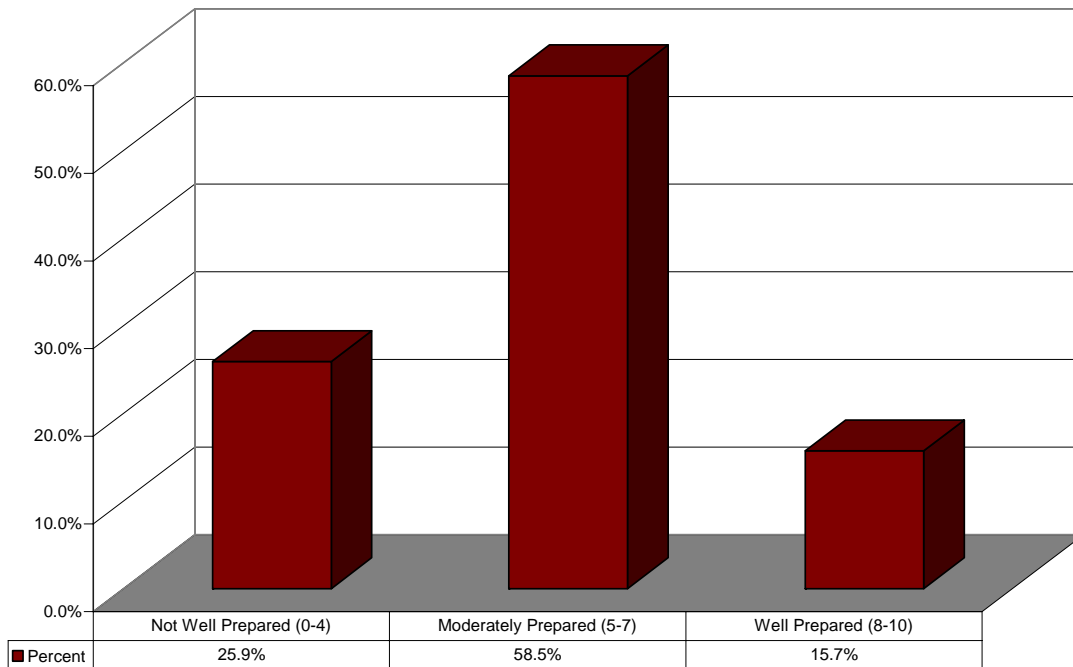
Worst Possible Type of Disaster				
Type of Disaster	Area			
	Incorporated Eastside	Incorporated Seattle	Incorporated South County	Unincorporated Areas
Terrorist attack	37.4%	32.2%	33.1%	33.3%
Disease outbreak or epidemic	29.9%	30.8%	19.9%	29.8%
Earthquake	19.0%	23.6%	19.9%	13.1%
Winter storm	2.7%	1.0%	4.4%	1.2%
Flooding	0.7%	1.0%	0.0%	3.6%
Other	10.2%	11.5%	22.8%	19.0%

## RATE COMMUNITY PREPAREDNESS

### Analysis:

Respondents were asked to rate their communities' preparedness using a scale of 0 to 10 where 0 meant "not prepared at all" and 10 meant "extremely well prepared. A mean rating of 5.38 and a median of 5.00 indicated a moderate level of community preparedness, as demonstrated by the 58.5% of respondents' ratings in this range. As was the case with other contexts (workplace and home) about a quarter (25.9%) of respondents did not feel their community was prepared for a disaster or emergency.

**Preparedness of Community For Disaster or Emergency**



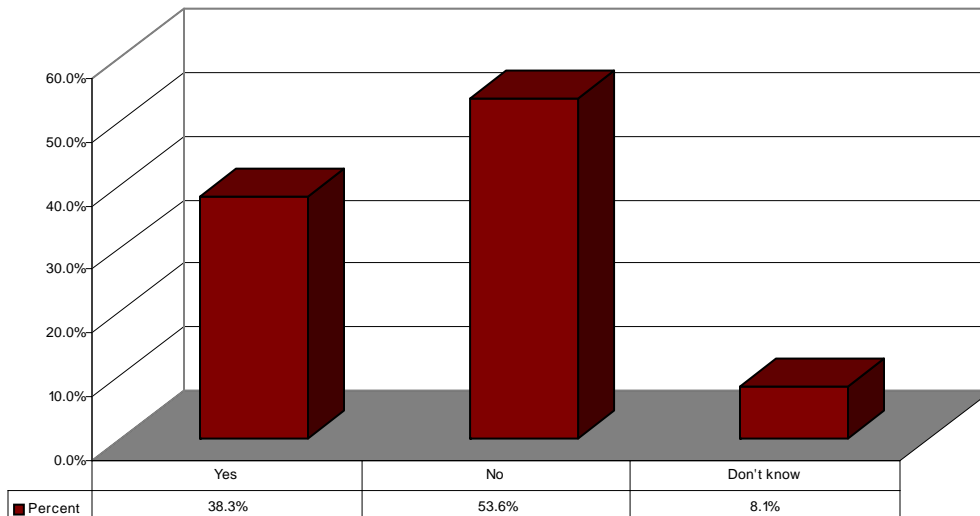
## ***LIVE IN A COMMUNITY WHERE NEIGHBORHOOD HAS FORMED AN ASSOCIATION***

### **Analysis**

A potential route to getting communities more motivated and prepared for emergencies employs neighborhood associations as a point of entry to the preparedness education process. Such associations constitute an accessible pool of potential preparedness trainers/educators and preparedness information sources. In Question 14 respondents were asked if their neighborhood had an association.

A sizable percentage, 38.3%, reported that their neighborhood has an association. Half of neighborhoods in the study (53.6%) did not. In this context, a noteworthy percentage of 8.1% did not know whether or not their neighborhood has an association.

**Neighborhood Has Formed An Association**





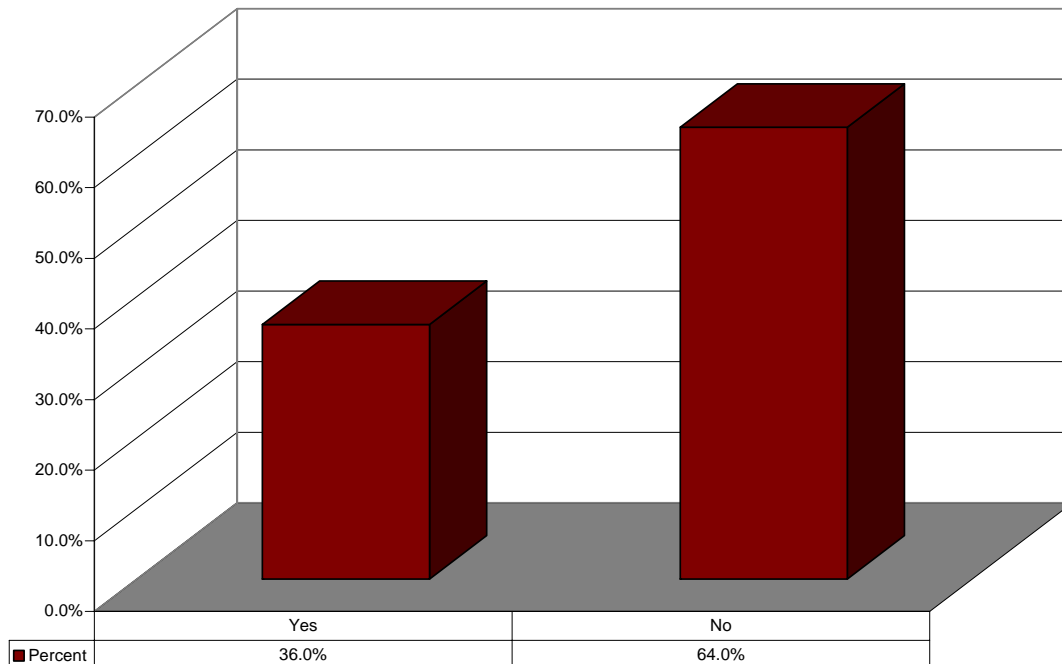
## ***PARTICIPATION IN A NEIGHBORHOOD ASSOCIATION***

### **Analysis**

Continuing with the issue of the reported frequency of neighborhood associations, the survey asked respondents if they had ever participated in neighborhood associations. A similar percentage (36.0%) to those reporting the existence of a neighborhood association reported that they had participated in an association.

Even assuming some degree of social desirability bias in the answers to this question, this finding suggests that a pool of potential neighborhood liaisons does nevertheless exist that could serve as a route for preparedness education communications and programs.

**Ever Participated in a Neighborhood Association**

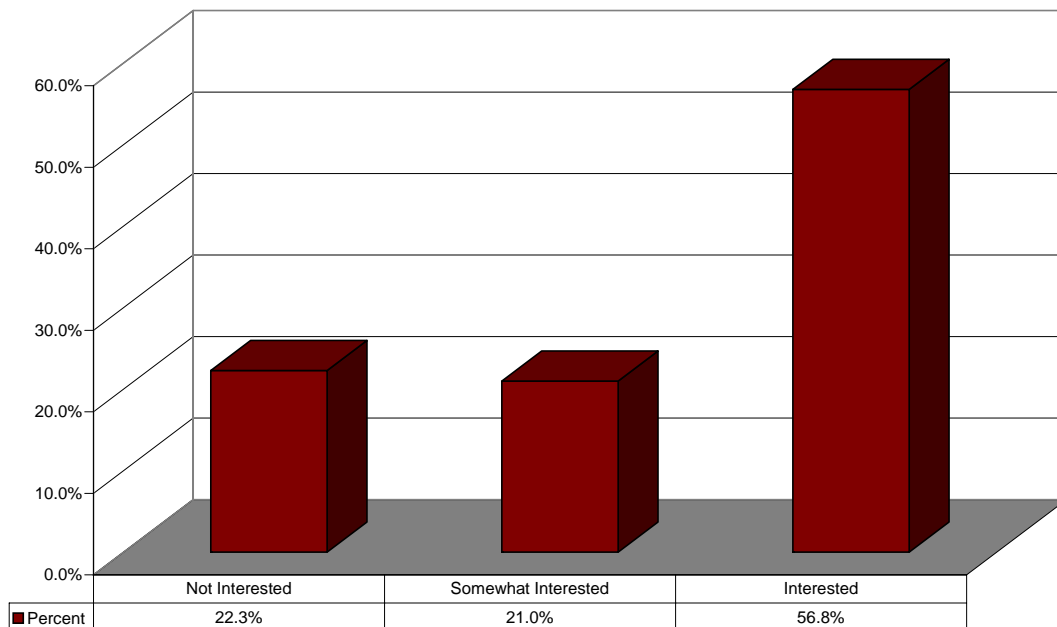


## ***INTEREST IN PARTICIPATING IN A NEIGHBORHOOD ASSOCIATION FORMED TO DEAL WITH DISASTERS OR EMERGENCIES***

### **Analysis:**

Respondents rated their interest in participating in a neighborhood association formed to deal with disasters or emergencies. Interest was measured on a scale of 0 to 10 where 0 meant “not interested at all” and 10 meant “extremely interested”. While there was some interest, it was not driven by either past participation in a neighborhood association or by whether or not the respondents’ neighborhood had formed an association.

**Interest in Participating in Neighborhood Association To Prepare For Emergencies**



## ***ATTITUDES TOWARD HOMELAND SECURITY AND THE DEPARTMENT OF HOMELAND SECURITY***

### **Analysis:**

Respondents were asked to rate their degree of agreement or disagreement with a series of statements (order of presentation randomized for each respondent) about homeland security in general and the Department of Homeland Security in particular. The scale used to evaluate each statement was 0 = “Totally Disagree” to 10 = Totally Agree with the statement.

Most respondents agreed they had to assume at least some responsibility for taking care of themselves in an emergency or disaster situation. However, there is a high degree of ambivalence about some of the outcomes associated with efforts to date, as indicated by most of the ratings in the mid-range, and high modalities in the medians, which hovered at or around 5.00 on the measurement scale.

<b>Attitudes Toward Homeland Security and the Department of Homeland Security</b>	<b>Mean</b>	<b>Median</b>
People need to assume some of the responsibility for taking care of themselves and their own families and not depend so much on the government	7.90	8.00
When I see the threat advisory color code I am not sure about what kind of action I should take	6.34	7.00
Homeland security is more politically oriented than security oriented and will do little to make us safer	5.59	5.00
Homeland security has resulted in the unacceptable loss of many personal freedoms and constitutional protections	5.50	5.00
The Department of Homeland Security is doing its best with the information and tools at its disposal	5.29	5.00
The government has full responsibility for seeing to the needs of the citizens in the event of any type of disaster	5.08	5.00
The establishment of the Department of Homeland Security was a highly effective response by our government to address the possibility of a terrorist act	4.99	5.00
The Department of Homeland Security is just a way to throw money at a problem without solving it	4.68	5.00
The Department of Homeland Security is making our borders more secure	4.68	5.00
I have confidence that the Department of Homeland Security is taking the correct actions to protect our key facilities	4.53	5.00

## ***RATE COMMUNICATORS OF EMERGENCY PREPAREDNESS INFORMATION***

**Analysis:**

Looking forward to the requirements for disseminating critical information about emergency preparedness and emergency response, respondents were asked two related questions. In Question 18, respondents were presented with a list (randomized for each respondent) of different types of communicators that could potentially be used to communicate information about preparedness for disasters and emergencies. They were then asked to rate the believability of these communicators using a 0 to 10 scale, where 0 meant “not believable at all” and 10 meant “extremely believable”.

As can be seen, the list represents different roles, skills, areas of expertise, and communication styles.

<b>Believability of Communicators of Disaster Preparedness Information</b>	<b>Mean</b>	<b>Median</b>
Real people who respond to emergencies--Police, Fire, EMS	8.37	9.00
Representatives from the American Red Cross	7.60	8.00
People who have survived disasters or emergencies	7.08	8.00
Officials from local government	6.96	7.00
Community leaders	6.27	6.00
State government officials	6.10	6.00
Federal government officials	5.81	6.00
Elected officials	5.56	5.00
TV newscasters	5.55	6.00
Celebrities	2.62	2.00

Similar to what was learned in earlier related qualitative research (focus groups) on the same topic, people with experience and skills in emergency management were the most believable communicators of preparedness information.

Among positions in government, local officials had the most credibility. The higher the level of government, the less believable the official was. Elected governmental officials scored about midscale in believability. Celebrities were not seen as believable communicators of preparedness information.

## ***RATE COMMUNICATORS OF INFORMATION DURING ACTUAL DISASTERS OR EMERGENCIES***

### **Analysis:**

When the context of the question posed was changed from preparation for emergencies, to communicating of information during actual emergencies, the top two communicator types remained the same, but “official” roles gained in credibility. Television newscasters moved up slightly as well.

Previous qualitative research findings (focus groups) on this topic provide some insight into why these roles may become more reliable. Focus group participants noted that when an emergency has occurred, they are focused on information that they can use to respond appropriately for their situation, rather than aspects of the role, title, or style of the communicator. This indicates that professional communicators, or at least those for whom communications are a key function, are best suited for conveying response information.

<b>Question</b>	<b>Believability of Communicators of Emergency or Disaster Response Information</b>	<b>Mean</b>	<b>Median</b>
Q19B.	Real people who respond to emergencies--Police, Fire, EMS	8.24	8.00
Q19H.	Representatives from the American Red Cross	7.64	8.00
Q19E.	Officials from local government	7.20	8.00
Q19F.	State government officials	6.56	7.00
Q19I.	Community leaders	6.36	7.00
Q19J.	People who have survived disasters or emergencies	6.35	7.00
Q19G.	Federal government officials	6.31	7.00
Q19C.	TV newscasters	6.18	7.00
Q19D.	Elected officials	5.89	6.00
Q19A.	Celebrities	2.23	2.00

## ***PERSON IN HOUSEHOLD MOST LIKELY TO TAKE CHARGE OF PREPARATION***

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### **Analysis:**

Respondents were asked who in the household would be the most likely to take charge of household preparation for disasters or emergencies.

Most respondents said that both the husband and the wife would work together to prepare for an emergency, followed by husbands then wives. Some respondents also said that it would be a family activity while others who lived alone mentioned it as their sole responsibility. Typical responses were:

- Wife and Husband
- Wife
- Husband
- Family
- Self (lives alone)

## *CONCLUSIONS*

The study yielded several interesting and potentially useful findings. The most salient are summarized below.

Overall, respondents felt comfortable when thinking about a generalized possibility of disasters or emergencies. Only about a quarter of the respondents characterized themselves as feeling somewhat anxious or fearful to some degree. When looking at subgroups within the population, however some differences begin to emerge.

Respondents over 55 years of age showed a trend toward higher anxiety levels (on the comfort/security to anxiety/fear continuum). “Trend” as used here means not significant at the 95% level, but significant at the 90% level. Under different circumstances or in different contexts the level of anxiety among people within this group might achieve a level significant enough to distinguish them from others. Additional research into this area could be useful in determining the non-threatening motivating factors appropriate to this group. A specific type of communication style might even be designed to pass along information to older citizens in order to minimize anxiety levels.

Women reported higher levels of anxiety in the context of generalized or undefined possibilities of emergencies, as distinct from more clearly defined messages. This suggests that more specificity would be useful in communicating information to women.

Another area explored was what (if anything) is the relationship between house values and the degree of relative comfort/security and fear/anxiety among respondents? In the South County area, some interesting patterns emerged regarding property values and perceptions of comfort/security vs. fear/anxiety. In particular, individuals whose median house values fell in the \$189,000 to \$242,000 range expressed a high overall feeling of comfort and security relative to others in that area. A significant majority of those same individuals (i.e., those whose house values fell in that range) also reported they felt their households were moderately well prepared for an emergency, as distinct from small percentages that felt either more or less prepared. When reporting their perceptions of the relative seriousness of different emergency or disaster situations, South County area residents in general departed from other areas in the types of situations they cited.

Respondents may overestimate the preparedness of their households. There could be any number of underlying reasons, such as the desire to appear more acceptable with respect to these issues (i.e., a form of social desirability bias), or perhaps a sincere belief that the preparations they have made are adequate for emergency or disaster situations. It was interesting to note the lower frequencies cited for the more complex, thought out activities such as home emergency drills, communication plans, and offsite rendezvous plans.

It might be thought that concern for children would drive or motivate preparations to a greater degree. The mere presence of children in the household did not reflect a higher level of household preparedness. Perhaps it is due to reasons cited above, i.e., people may be overestimating their preparedness. This is an area that suggests further investigation.

Children, however, may be good liaisons for informational messages originating in the schools which could then filter down to the household. This is not to say that children should be the primary source of information. Rather, they are one of several routes for information transmission. The data from this study, from focus group input relative to this study, and other research suggests that multiple messages and multiple formats would function to mutually reinforce one another (provided the messages are consistent). As originally hypothesized, children may serve a more important role as motivators, if properly employed. These issues suggest that further study is needed.

Respondents felt secure at their places of work in general, in the context of specific, man-made threats. This was the case regardless of the type of facilities in which respondents worked. Many respondents noted emergency planning and preparations existed at their places of work. Workplaces, like schools, may be good sources of preparedness information that makes its way ultimately to the household.

Regardless of the degree of household preparedness, terrorist attack is the category of emergency most cited and most worrisome. In a sense, it appeared as though no preparations are seen as adequate. This sentiment was articulated in focus groups, where people expressed a sense of helplessness in thinking about their response to a terrorist act, even though the effect of the act may be something for which they have already prepared themselves, such as power outage or loss of other services. It would be useful to further investigate how to overcome this barrier to preparation.

A relatively high frequency (around 40%) of respondents reported that their neighborhood had an association. This suggests that a ready-made pool of preparedness information channels may exist. For other areas that do not have these organizations, the preparedness communication challenge remains, at least at the neighborhood level.

In regard to homeland security concepts in general, and the Department of Homeland Security in particular, many attitude ratings hovered around the middle of the 0 to 10 rating range. Middle range or average ratings indicated lack of strong agreement on the issues, i.e., ambivalence. This may in part be a function of the overall feeling of helplessness with respect to fears of terrorism noted here and elsewhere (see focus group research associated with this project and verbatim comments from this study.) In addition to the emotional associations with terrorism, there are social and political/governmental components of attitudes as well. Some insight on this latter issue is found in the section of this study dealing with information communicator types. The findings showed that the government roles did not score especially highly on believability relative to other roles.



This study identified credible information communicators who in their roles would be suited for addressing the public with key emergency preparedness and emergency response information. These included professional first responders, the Red Cross, and local government officials. Other types of communicators (e.g., celebrities, elected officials) were not seen as especially credible.

## ***APPENDIX 1: VERBATIMS***

The verbatims from the study are summarized in terms of content below. A full list of verbatims is also available.

***Q2. First respondents were asked to rate their overall feelings about emergencies or disasters in general on a 0 to 10 where 0 means “Extremely comfortable or secure” and 10 means “Extremely anxious or fearful”. Then respondents who gave a low rating (0-3) or a high rating (8-10) were asked:***

***Why did you answer that way?***

### **Analysis:**

Overall most respondents were not worried about emergencies or disasters due in most part to being prepared, trained, having previous experience, the unlikelihood, the lack of need, and the unwillingness to buy into the fear mentality. For the respondents that were concerned their main reasons included the possibility of something unexpected, the lack of self-preparedness, and worries about their family’s safety. Listed below is a sample of respondent answers a complete list can be found in the appendix.

*Extremely comfortable or secure (0-3)*

- We are well prepared.
- Because I have been through a few natural disasters, and I think I can handle them.
- I’ve had training for fire, search and rescue.
- Worrying about it won’t help, so I don’t.
- I’m more likely to get robbed than to deal with that.
- There’s a culture of fear in the country that I don’t buy into.

*Extremely anxious or fearful (8-10)*

- Because you never know what’s going to happen; people panicking and not following what they should be doing.
- I’m not prepared and don’t know what to do.
- Being at work while the kids are at home.

***Q3. Respondents were asked what they have done to prepare for household disasters or emergencies.***

### **Analysis:**

Most common answers for preparedness included stocking of miscellaneous items (flashlights, food, water, etc.), house precautions, adjusting gas meters, and having a plan.

Listed below is a sample of respondent answers a complete list can be found in the appendix.

- There are a lot of little things that I have done to guard against personal injury and property damage.
- The gas meter valve will shut off if an earthquake occurs- inside my house shutting off the gas.
- We have a first aid kit.
- A neighborhood block emergency plan.

***Q5. First respondents were asked to rate their level of preparedness in their household for an emergency on a 0 to 10 scale were 0 is “Not at all prepared” and 10 is “Extremely well prepared”. Then respondents who gave a low rating (0-3) or a high rating (8-10) were asked:***

***Why did you answer the way you did?***

**Analysis:**

Most respondents felt that in case of an emergency they were relatively well prepared. Multiple respondents had already stored up supplies, made practice plans, had previous disaster or training experience, or were just unworried about the possibility of such an event. For those that were unprepared they discussed not having supplies or a rehearsed plan as their major concerns. Listed below is a sample of respondent answers a complete list can be found in the appendix.

*Not at all prepared (0-3)*

- We have not really spent time to prepare yet.
- Because we haven't talked about it as a family and rehearsed. I had to answer no to many of your questions because I don't have items stored.
- All the questions I just answered. We have a bare minimum of items available in the house, in the event of an emergency.

*Extremely well prepared (8-10)*

- Feel well prepared.
- We have an evacuation plan as well as supplies we might need. We've talked a lot about it in our family as far as to what would need to be done.
- We got extra batteries. We have propane heaters and lights, extra food, water, sleeping bags and clothes. We are ready for any emergency.
- If I lived in Florida and had to prepare for hurricanes six months out of the year, I'd have all those things you said previously like the food and blankets or the car

emergency kit. I don't see having those things as necessary because I live in King County. I don't foresee a disaster where I would need it all.

- My family went through a disaster recently in California and that showed us we had to get better prepared. I worked in that area for an insurance company. I have seen first hand you should get prepared.
- Because that is what I believe. I am an ex-fireman and I know what to do.
- It's just me and I have enough stuff to get me by. If I lose power and water, I've got a generator enough water and my dogs for warmth.

**Q6. Which of the following most accurately describes the type of facility in which you work?**

1. *Free standing building such as a retail establishment*
2. *A building or structure containing multiple businesses or activities, such as a mall, strip mall, or office building*
3. *A manufacturing plant*
4. *A high rise office building of several stories*
5. *A temporary or portable structure, such as a trailer on a construction site*
6. *Mostly work outside, not in a building*
7. *Work at home or have a home office*
8. *Other*
9. *Not Employed*
10. *Don't Know*

*Respondents who answered other were then asked to specify their answer.*

**Analysis:**

Listed below is a complete list of other responses. Most often listed other responses include retired, hospital, and warehouse.

- Retired (3)
- Student
- Homemaker
- Home health care nurse
- Mom
- Prison
- Hospital (3)
- Truck driver
- Warehouse (2)
- Hospital clinic of seven stories
- Mobile works out of car
- In home nursery

***Q7. At the place where you work, which of the following steps for emergency preparation have been taken?***

- 1. Evacuation plans in place***
- 2. Training in what to do in the event of fire or earthquake***
- 3. People have been assigned responsibilities such as assisting with evacuation and making sure people have left buildings, closing windows and doors, etc.***
- 4. They have drills on specific procedures for emergencies***
- 5. My place of work does not have a specific plan for dealing with emergencies***
- 6. Other***
- 7. Don't know/not sure***
- 8. Refused***

Respondents who answered other were then asked to specify their answer.

**Analysis:**

Respondents answers included all levels of preparedness. A complete list is below.

- I'm the only employee.
- We have to figure on our own all the things to do such as escape routes.
- Retired at home
- We have one door, that door is the plan
- There are plans, but nobody has been trained.
- We watched videos at our workplace on this kind of stuff and we signed off on it.
- We have shut off the gas and water valves in the building when we have had to.
- Shelter in place
- Has sheltered areas available in case of biological or chemical emergency.
- They have emergency kits in the classrooms though to high school level.
- We have a generator backup so our stairway will be lit.
- We have defibrillators (automatic heart re-starters)
- We have talked about how we would contact each other if something happen in our workplace if we were not there presently.
- We have emergency kits.
- Collaboration plans with other first responder types of agencies.
- Landscaping with rocks around our office for protection.
- All kinds of medical supplies
- No provisions for overnight stays, food and supplies. Each employee was issued an emergency preparedness kit.
- Intruder alerts such as practicing locking down the building.

***Question 9. First respondents were asked to rate their level of at their place of work for a man-made disaster or emergency, such as a major chemical spill or terrorist act on a 0 to 10 scale were 0 is "Not at all prepared" and 10 is "Extremely well prepared". Then respondents who gave a low rating (0-3) or a high rating (8-10) were asked:***

***Why did you answer the way you did?***

**Analysis:**

Overall most respondents reported feeling well prepared due in most part to having participated in drills, having supplies, plans, practice videos, and military and school training. For those that were unprepared they cited lack of a plan, lack of supplies, and unsecured school environment most often. Listed below is a sample of respondent answers a complete list can be found in the appendix.

*Not at all prepared (0-3)*

- The boss hasn't said anything. We haven't talked about it. Nothing has been said and I haven't brought it up at all. I haven't seen any plans for evacuation on the walls.
- Because we don't have gas masks and there are some items I wish we had.
- Because the university is an open environment with not much security.

*Extremely well prepared (8-10)*

- We just did a drill the other day and everyone got out safe. As part of our drill they hide balloons that are suppose to represent people and we had to get everyone out and we did.
- There are fire extinguishers that everyone knows how to use.
- Plan has been written, put in place, communicated to employees and drills are conducted
- Being in the military we have a lot of preparations done.
- I work in a school and we have lots of drills. There is also a storage area that's packed full of things. We had a few people that were in to this preparation thing.
- Because they're constantly having us watch videos. There are people designated to clean any kind of emergency spill.

***Q10. Of the two types of disaster or emergency situation – natural disaster or emergency, or man-made disaster or emergency, which causes you the most concern, and why?***

**Analysis:**

The majority of respondents said they were most concerned with man-made disasters compared to natural made disasters. (Approximately 45 more participants said man mad disasters than natural disasters). A small amount also reported being either unconcerned with both types or concerned with both types. Listed below is a sample of respondent answers a complete list can be found in the appendix.

#### Man-made disaster or emergency

- Man made terrorism. They can't be predicted in any way.
- Man made disasters are scary because it would be hard to have prior knowledge.

#### Natural disaster or emergency

- Natural because I can't do anything about that. I know I can't make any difference in that.
- Earthquake because of the possibility of being trapped or crushed.

#### Other

- Neither one does. I don't worry about all this. This excitement is overplayed.
- They can both be devastating if taken to a certain point. Civil unrest can be bad if it gets out of hand.

***Q11. What would you consider to be the worst possible type of disaster that you could ever experience?***

1. Earthquake
2. Terrorist attack
3. Winter storm
4. Flooding
5. Disease outbreak or epidemic
6. Other

***Respondents who answered other were then asked to specify their answer.***

#### **Analysis:**

Most respondents mentioned a nuclear attack or chemical warfare under the other category. Fire and volcanic eruption were mentioned as well but less frequently. Listed below is a sample of respondent answers a complete list can be found in the appendix.

- *Fire*
- *A nuclear attack*
- *Chemical warfare*
- *Volcanic eruption*

***Q12. In general, which type of disaster or emergency do you personally feel better prepared to deal with, and why?***

#### **Analysis:**

The most commonly mentioned disasters or emergency that respondents felt prepared for were winter storms, earthquakes, and natural disasters. Floods and fires were also mentioned but less frequently. Respondent's preparedness stems mostly from previous experience and stored supplies. Listed below is a sample of respondent answers a complete list can be found in the appendix.

#### Earthquake

- Earthquakes; I've been through them before.
- An earthquake, because I have enough food and water to last.

#### Winter Storms (Snow, Ice, Wind Storms)

- A winter storm, because I've lived through many of them.
- A winter storm because I have plenty of food and water. I also have natural gas so I'll still be warm unless the line gets cut. I got lots of blankets too. I don't see any other reason why I would be cold or hungry so I'm fine.

#### Natural Disasters (General)

- Natural disasters because they are more predictable. There is greater warning.
- Natural disasters because we have equipment to deal with them and we have been through minor ones.

***Q20. What would compel you to take action to prepare in advance for different types of emergencies?***

#### **Analysis:**

Most respondent's reasons for preparing for an emergency including warnings, having information, personal experience, a threat to self or family, and personal values.

- Warning that you see on TV and radio.
- I can't act on information I don't have, so I'd say knowledge.
- An emergency like when we had an earthquake. I actually prepared after it happened because it was more like ok this could happen again.
- If my family was endangered.
- Probably a serious threat of some sort.
- My own instincts and logic.



***Q21. Who in your household would most likely take charge of preparing for emergencies?***

**Analysis:**

Most respondents said that both the husband and the wife would work together to prepare for an emergency, followed by husbands then wives. Some respondents also said that it would be a family activity while others who lived alone mentioned it as their sole responsibility.

- Wife and Husband
- Wife
- Husband
- Family
- Self (lives alone)

***Q26. Ethnicity –Other***

**Analysis:**

There were a few miscellaneous responses. The “Refused” category accounted for 4.9% of responses.

- Other (2)
- Refused (4)
- American Indian, German, Jew, and English
- I am a little bit of everything
- Egyptian
- Cosmopolitan
- Euro-American

## ***APPENDIX 2: FOCUS GROUPS SUMMARY***

### ***KING COUNTY OEM Emergency Preparedness Focus Groups***

#### Objectives of the groups

- Determine levels of individual awareness/preparedness for emergencies
- Determine expectations of how much individual assistance 1<sup>st</sup> responders can/will provide in a large scale emergency/disaster
- Probe attitudes/mind-set regarding disasters (natural vs. man-made), terrorism, homeland security
- Determine the credibility of broadcast information sources in an emergency situation
- Explore media and messaging (style/content) that initiates and sustains individual preparedness activities

#### About the focus groups

- Three conversations took place representing relevant geographies: Eastside, Seattle, South County (Kent)
- A moderator's outline was prepared with input from OEM to structure the conversation
- Discussion followed a progression from individual experiences to natural disasters, from an individual response to mobilization of emergency resources, from reactions to natural occurrences to man-made incidents, evaluation of broadcast media's effectiveness in giving information on an event to how to use mediums and messages to initiate preparedness

#### Significant insights from the groups appear below.

- *Emergencies or disasters are situations where one doesn't remain passive, and where one is taken out of one's comfort zone.*
  - Medical emergencies, household incidents (plumbing/flooding), disruptions of basic services (water, power, gas).
  - Evacuations, staying in unfamiliar places
  - Driving on the Alaskan Way viaduct during the earthquake
- *Situational preparedness can change depending on where one is at the moment of occurrence.*
  - E.g., school teacher knew exactly what to do in the earthquake situation at school (with assigned responsibilities, executing an emergency plan) vs. being at home during Nisqually quake and feeling unprepared and disoriented

- *Situational preparedness can change based on one's personal experience.*
  - E.g., one respondent who worked on the 40<sup>th</sup> floor of the Rainier Tower followed procedures during earthquake, but because of 9/11 mental images she would not stay in the building in the future
  
- *The degree of home preparedness varies widely.*
  - Some individuals have the basic items (water, flashlight) around the house but do not have them stored in one convenient location.
  - Some are better prepared, with spare prescriptions, glasses, clothes.
  - Others have even practiced walking about in a dark house to be confident moving about without visual cues, or prepared rope ladders for exiting the house.
  - Some expressed the expectation that someone will “take charge” in emergency or disaster situations. One respondent gave an example of a real-life situation where a patron collapsed in a restaurant and everybody else sat still and only the respondent took action.
  
- *Some respondents mentioned that they had taken proactive steps to counter feelings of helplessness during potential future emergencies. Among the examples of steps taken were:*
  - Taking a first aid class
  - Prepared “to do lists”
  - Mental preparation or visualizations of what to do in emergencies
  - Preparing for specific emergencies, such as strapping water heaters in the event of earthquakes, talking to their children
  - Others have done very basic things, such as purchasing home fire extinguishers, smoke detectors, and carbon monoxide detectors
  
- *Most workplaces have preparedness plans, including training, assigned responsibilities, etc., but individuals (even professionals who should know better) do not necessarily adhere to them, possibly compounding risks and danger.*
  - One respondent noted that during an earthquake at her hospital, the doctor left a patient and nurse behind as he exited the building.
  - Repetition of procedures and drills are key to performing well in emergencies.
  
- *Individuals believe they can deal better with natural disasters than with man-made disasters or emergencies, even though both types of situations may present the same challenges.*
  - Natural disasters have an unknown but finite duration. I.e., an emergency occurs and then ends, at which point government at some level assumes control and deals with the effects.
  - The general view is that in a natural disaster, people tend to band together and help each other, and authorities have more control over the actions of people

- In the case of man-made emergencies, e.g., terrorism, one is not sure when it is over; doesn't know who to trust.
  - Impulse may be to flee rather than help others.
  - More surprise; scarier; sinister. Much uncertainty; no warning; authorities have less control of situation.
- *“Homeland Security” is an emotionally charged term, both at a conceptual level and at the governmental functional level. Individuals tended to be unequivocal, either regarding it as a limited but sincere attempt by government to address a critical issue, or as a cynical political ploy to deflect fears.*
    - It is an umbrella term for several agencies
    - It is an attempt to put something in place; to provide a shield; to take more control at the border
    - Government officials are raking in a large budget, and throwing money at the problem. Some people see it as basically press releases. It is associated with politics.
    - It has resulted in loss of personal freedom and constitutional protections.
    - Some see it as government doing best with information and the tools at its disposal.
    - Examples of concerns include airport screeners (people don't feel confident about new hires); color code (people cannot or will not change daily activity); alerts are basically crying wolf (politically motivated)
- *Most individuals expect that first responders in a widespread or catastrophic emergency will be overwhelmed, and will at least temporarily shut down. This belief extends to both natural and man made emergencies.*
    - People expect police response to be more focused and helpful in the case of natural disasters or emergencies and more confused and less reliable in the case of man-made emergencies. WTO was cited as an example, albeit not as a disaster but as civil disobedience, with similar effects.
    - The expected response for public officials' to natural disasters is to disseminate information, provide and/or restore basic services, keep the peace, and note needed repairs. In the case of a catastrophic event, however, people initially do not expect immediate assistance.
    - People recognize the fact that they should assume some responsibility for taking care of themselves and their families, and as situations permit, their neighbors, for up to several days. Expanding the circle of preparedness discussions from family to neighbors and community organizations allows one a sense of somewhat more control over events.
- *On the comfort/security to anxiety/fear continuum, most people are generally middle or toward the comfort side, i.e., they are generally far more comfortable than fearful. However, this does not necessarily stem from a sense of confidence. Rather, people expressed the need to get on with life and not continually be ruled by fear, especially in the case of man-made emergencies.*

- Acceptance of vulnerability
  - Indifference
- *The media, especially broadcast media, were seen as the sources for information when a significant event occurs. Cable news networks are perceived to be the initial source because they broadcast on a continuous basis.*
    - A caveat for broadcast news: It is seen as dramatic and somewhat sensationalized. However, the content is perceived to originate from officials, so the messenger tends to be believed.
  - *Regarding preparedness messages delivered via broadcast media, individuals had several recommendations.*
    - Direction: People want to know what to prepare for and how to prepare for it. Templates or checklists for family plans would be valuable. People also want to know more about the content of “official” contingency plans. (Possibly they are looking for frames of reference or context for their planning.)
    - Messages: Link them to “reality”, i.e., real life illustrations of how plans and preparedness helped people to weather emergencies.
    - Messages: Communicate the same message in different styles. Repetition; comprehensive messages broken out into separate steps within an overall coherent theme.
    - Celebrities are acceptable attention-getters, but they should have clearly recognizable ties to the community and be respected for their contributions (professional or otherwise); e.g., Edgar Martinez.
    - Community leaders (e.g., Jim Ellis) who are not perceived as advancing a political agenda or their own celebrity have credibility. No “talking heads.”
    - A campaign should integrate broadcast and print media, the internet, and collateral materials. Retail locations are OK for distribution of materials (e.g., preparedness kits or information). Easy access and convenient locations are important for distribution centers.

# ***QUESTIONNAIRE***

## ***King County OEM*** *Emergency Preparedness Survey*

0993-020

Version 2.0 111204

Hello, my name is \_\_\_\_\_, and I am calling from Hebert Research, a research firm in Bellevue. We are conducting a study about emergency preparedness. This call is for research purposes only and does not involve sales of any kind. May I speak with the head of the household please? **[IF NOT CONVENIENT ARRANGE TO CALL BACK]**

In this study we will be asking for your views on issues related to two types of disasters or emergencies that could affect residents of King County. These are natural disasters or emergencies, like earthquakes, volcanic eruptions, and windstorms, and also man-made disasters or emergencies, such as civil unrest, an industrial accident, or terrorist attack.

Before we can begin, however, I have to ask you some qualifying questions.

S1. Do you or does anyone in your family work for any of the following types of employer?

1. A planning group or department in a city or county government in King County
2. A fire or police department in King County
3. An Emergency Medical Service, also known as EMS, located in King County
4. A research firm

**[IF YES TO ANY THANK AND TERMINATE]**

1. First, let's talk about your overall feelings about emergencies or disasters in general. On a scale of 0 to 10, where 0 means "Extremely comfortable or secure" and 10 means "Extremely anxious or fearful", how would you describe your overall feelings when you think about the possibility of a disaster or emergency?

**[IF ANSWER IS 0 – 3 OR 8 – 10 ASK Q2. OTHERWISE SKIP TO Q3.]**

2. Why did you answer the way you did? **[VERBATIMS]**
3. Which of the following have been done to prepare your household for disasters or emergencies? **[ROTATE 1 – 12] [PRECODES.]**
  1. Took classes, such as first aid, CPR, or disaster preparation class
  2. Developed a home escape plan
  3. Have a flashlight available in the house

4. Home fire extinguishers have been purchased
5. Smoke detectors and/or carbon monoxide detectors installed
6. Conducted home fire or evacuation drills
7. Water heaters, bookcases, or other objects have been strapped down in case of earthquakes
8. Food and water stored for use in the event of an emergency
9. Extra clothes and blankets have been stored for ready use in the event of an emergency
10. Put together a kit for the car, with things like a flashlight, blankets, tire chains, etc.
11. Selected a family meeting place in the event that no one is able to return home
12. Established a plan to communicate with friends or relatives out of state
13. Nothing
14. Other \_\_\_\_\_ **[ACCEPT THREE]**
15. Don't Know
16. Refused

4. On a scale of 0 to 10 where 0 is "Not at all prepared" and 10 means "Extremely well prepared", how would you rate the level of preparation of your household for an emergency?

**[IF ANSWER IS 0 – 3 OR 8 – 10 ASK Q5. OTHERWISE SKIP TO Q6.]**

5. Why did you answer the way you did? **[VERBATIMS]**

Now let's talk about the preparations for disasters and emergencies at your place of work.

6. Which of the following most accurately describes the type of facility in which you work? **[PRECODES]**
  1. Free standing building such as a retail establishment
  2. A building or structure containing multiple businesses or activities, such as a mall, strip mall, or office building
  3. A manufacturing plant
  4. A high rise office building of several stories
  5. A temporary or portable structure, such as a trailer on a construction site
  6. Mostly work outside, not in a building
  7. Work at home or have a home office **[SKIP TO Q10]**
  8. Other **[SPECIFY]**
  9. Not employed
  10. Don't know/refused
7. At the place where you work, which of the following steps for emergency preparation have been taken? **[PRECODES.] [ROTATE 1 - 5.]**
  1. Evacuation plans in place
  2. Training in what to do in the event of fire or earthquake

3. People have been assigned responsibilities such as assisting with evacuation, making sure people have left buildings, closing windows and doors, etc.
  4. They have drills on specific procedures for emergencies
  5. My place of work does not have a specific plan for dealing with emergencies
  6. Other **[SPECIFY]**
  7. Don't know/not sure
  8. Refused
8. Using the same 0 to 10 scale as before, where 0 is "Not at all prepared" and 10 means "Extremely well prepared", how would you rate the level of preparation of your place of work for a man-made disaster or emergency, such as a major chemical spill or terrorist act?

**[IF ANSWER IS 0 – 3 OR 8 – 10 ASK Q9. OTHERWISE SKIP TO Q10.]**

9. Why did you answer the way you did? **[VERBATIMS]**
10. Of the two types of disaster or emergency situation — natural disaster or emergency, or man-made disaster or emergency, which causes you the most concern, and why? **[VERBATIMS]**
11. What would you consider to be the worst possible type of disaster that you could ever experience? **[ROTATE.] [PRECODES.]**
1. Earthquake
  2. Terrorist attack
  3. Winter storm
  4. Flooding
  5. Disease outbreak or epidemic
  6. Other **[SPECIFY]**
12. In general, which type of disaster or emergency do you personally feel better prepared to deal with, and why? **[VERBATIMS]**
13. Think for a moment about the specific community you live in. Using a scale of 0 to 10 where 0 means "Not prepared at all" and 10 means "Extremely well prepared", how prepared do you think your community is to deal with a natural or man-made disaster or emergency?
14. In some communities, people have organized themselves into neighborhood associations for different purposes, such as Neighborhood Watch. Has your neighborhood or community formed an association like this?
1. Yes
  2. No
  3. Don't Know/refused
  4. Refused



15. Have you, yourself personally ever participated in a neighborhood association like this?
1. Yes
  2. No
  3. Don't know/refused
16. If your neighborhood organized itself for the purpose of preparing people to deal with natural or man-made emergencies, how interested would you be in participating in it? On a scale of 0 to 10 where 0 means "Not interested at all" and 10 means "Extremely interested", rate your interest in participating in this type of organization.
17. Let's talk about the issue of homeland security in general and the Department of Homeland Security in particular. After I read you the following statements tell me how much you agree or disagree with each statement using a scale where 0 means you "Totally disagree" with the statement and 10 means you "Totally agree" with the statement. **[REPEAT SCALE IF NECESSARY] [ROTATE]**
1. The establishment of the Department of Homeland Security was a highly effective response by our government to address the possibility of a terrorist act.
  2. Homeland security is more politically oriented than security oriented and will do little to make us safer.
  3. The Department of Homeland Security is doing its best with the information and tools at its disposal.
  4. Homeland security has resulted in the unacceptable loss of many personal freedoms and constitutional protections.
  5. When I see the threat advisory color code I am not sure about what kind of action I should take.
  6. The Department of Homeland Security is just a way to throw money at a problem without solving it.
  7. The Department of Homeland Security is making our borders more secure.
  8. People need to assume some of the responsibility for taking care of themselves and their own families and not depend so much on the government.
  9. The government has full responsibility for seeing to the needs of the citizens in the event of any type of disaster.
  10. I have confidence that the Department of Homeland Security is taking the correct actions to protect our key facilities such as seaports and nuclear power plants.
18. From time to time you may have seen or heard public service announcements on TV or radio telling you where to look for information, or giving actual tips on how to prepare for emergencies. I'm going to read you a list of different kinds of people who might be used to communicate this kind of emergency preparedness information on TV or radio. After I read each one, tell me how believable you think this kind of person would be as a communicator. Use a scale of 0 to 10 where 0 means "Not believable at all" and 10 means "Extremely believable". **[REPEAT SCALE IF NECESSARY] [ROTATE 1 – 10.]**
1. Celebrities, such as actors or sports figures
  2. Real people such firefighters, police, or Emergency Medical Services, also known as EMS

3. TV newscasters
4. Elected officials
5. Officials from local government, such as county Office of Emergency Management
6. State government officials
7. Federal government officials
8. Representatives from the American Red Cross
9. Community leaders
10. Real people who have survived disasters or emergencies
11. Other **[SPECIFY]**

19. Now imagine that a serious large-scale disaster or emergency has occurred. Who would be the best type of person to communicate important information on TV or radio? As before, I'll read a list of different kinds of people and after I read each one, tell me how believable you think this kind of person would be as a communicator. Use a scale of 0 to 10 where 0 means "Not believable at all" and 10 means "Extremely believable". **[REPEAT SCALE IF NECESSARY] [ROTATE ANSWERS]**

1. Celebrities, such as actors or sports figures
2. Real people such firefighters, police, or Emergency Medical Services, also known as EMS
3. TV newscasters
4. Elected officials
5. Officials from local government, such as county Office of Emergency Management
6. State government officials
7. Federal government officials
8. Representatives from the American Red Cross
9. Community leaders
10. Real people who have survived disasters or emergencies
11. Other **[SPECIFY]**

20. What would compel you to take action to prepare in advance for different types of emergencies? **[VERBATIMS] [POSTCODES]**

21. Who in your household would most likely take charge of preparing for emergencies? **[VERBATIMS] [POSTCODES]**

I just have a few more questions for classification purposes.

22. Into which of the following age ranges do you fall?

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 or older
7. Don't Know/Refused

23. What is your marital status?
1. Single (include divorced/widowed)
  2. Married (include committed relationship)
  3. Don't Know/Refused
24. Do you have any children living in your household?
1. Yes
  2. No
  3. Don't Know/Refused
25. Do you have any pets in your household?
1. Yes
  2. No
25. With what ethnic group do you identify yourself?
1. White/Caucasian **[QUOTA 390 COMPLETES]**
  2. Hispanic or Latino **[QUOTA 48 COMPLETES]**
  3. Asian American/Pacific Islander **[QUOTA 90 COMPLETES]**
  4. Native American |
  5. African American | **[QUOTA 72 COMPLETES FROM 4, 5, 6]**
  6. Other **[SPECIFY]** |
26. What is the zip code of the city or community where you work?
27. What is the zip code of the city or community where you live?
- [IF ANSWER TO Q6 IS NOT 7, 9, OR 10, ASK Q28 AND Q29.]**
28. Does your commute to work involve any of the following? **[PRECODES]**
1. Use of public transportation
  2. Travel over bridges
  3. Travel by ferry
  4. Travel on the Alaskan Way Viaduct
  5. Don't know/refused
29. Which of the following most accurately describes your place of residence?
1. Single Family detached home **[SKIP TO Q31]**
  2. Apartment, Condo, or town-house
  3. Mobile/manufactured Home **[SKIP TO Q31]**
  4. Other **[SPECIFY]**
30. Do you live in a high-rise building?
1. Yes
  2. No

31. Gender [**POSTCODE FROM VOICE**]

Thank you very much for taking the time to speak with us.